

2016 ENERGY STAR Change the World Tour





Webinar Agenda

- Tour overview
- ENERGY STAR Day Tie-In
- Tour Timeline
- How to Join!
- Partner Questions
- Survey
- Adjourn

ENERGY STAR Change the World Community Service Tour

- The Power of Positive Energy
- 2014 Change the World Tour stopped in seven markets
- Supported by more than 20 ENERGY STAR and community partners
- Community service events included energy-efficient makeovers to Boys & Girls Clubs of America and low-income housing, community education, and upgrades to veterans housing



2014 Tour Successes and Lessons Learned

- **Successes**
 - Connected both ENERGY STAR and our partners with message of goodwill brought about by providing energy-savings and improved quality of life to people in need
 - Event based
 - 22 million impressions through digital media
- **Lessons Learned**
 - Explore additional “hooks” for local media
 - Add a residential customer engagement element
 - Allow partners more time to plan tour activities



2016 ENERGY STAR Change the World Tour

Goals

- Community Service AND Behavior Change
 - Like 2014, incorporate a community service element into the tour to help spread goodwill, but also tie in to ongoing energy efficiency program offerings of our partners
 - Engage the residential consumer in behavior change around specific call-to-action: Change to ENERGY STAR LED bulbs and help give the gift of energy efficiency to those in need.





2016 ENERGY STAR Change the World Tour

Concept

- Each tour stop is centered around a community service project that not only gives the gift of energy efficiency to those in need, but also helps to incent the purchase of ENERGY STAR LED bulbs.
- To accomplish this, EPA is looking for projects that encourage the average consumer to purchase certified LED bulbs, and in turn, the partner makes an energy-efficiency focused donation to an organization/individual in need.
 - Example: When a consumer buys a bulb, partner donates a bulb to a person/organization in need.
- Partners may choose to work within their own previously formed manufacturer/retailer/charity relationships. If a partner needs assistance in building these relationships, EPA will serve as a resource.
- Concept is flexible: Partners can create a service project that leverages existing programs and projects. If LED bulbs are not part of your 2016 plan, other product promotions can be included.



2016 ENERGY STAR Change the World Tour

- The 2016 tour will be both physical and virtual, with tour projects highlighted on the ground (media/community celebration events), and online at energystar.gov and in social media.
- An enhanced ENERGY STAR Change the World Map will focus solely on the tour projects, showing the progression of the ENERGY STAR “Torch” as it moves across the country, arriving at each tour stop.
- Tour projects will be highlighted by EPA on the day that the partner holds its media/community event to showcase the great work being done as part of the tour. The celebration can take on whatever purpose the partner chooses, including:
 - A kick-off to announce the details and timeline of the tour project
 - A culmination that includes the announcement of/distribution of bulbs/energy efficiency-focused donation to person/organization in need

Passing the Torch of Energy Efficiency!

- All tour projects will tie together under the nationwide effort via the passing of the “ENERGY STAR LED Torch” (think Olympic Torch), which will be unveiled at each celebration event.
 - Partners are encouraged to design a torch unique to their city. Otherwise they can use the EPA official torch.
 - Local media hook- The torch can be brought into your celebration event by a local celebrity who brings the call-to-action/goodwill message to town.



2016 ENERGY STAR Change the World Tour

- Energy Efficiency Program Sponsors are encouraged to participate by sponsoring a tour project, leveraging ENERGY STAR tools and messaging.
- Retailers and Product Brand Owners are specifically invited to participate by:
 - Developing and spearheading a broader/national community service project.
 - Collaborating with local utilities who are hosting projects in select cities.
- Timing: The tour will take place in October 2016





EPA Role

- EPA provides tour framework, media support, and national recognition for tour:
 - Develops national call-to-action theme and supporting materials: “*Brighten A Life with ENERGY STAR*”
 - Tour toolkit available in February to all partners, including key messaging and other content, such as look and feel, graphics, promotional materials, digital messages and materials, etc.
 - Provides Earned/Paid/Social media support
 - National media outreach about tour: Currently pursuing a national media partnership to highlight all partner activities on a national level.
 - Local media support – coordinate with partners and EPA regions to conduct additional local PR outreach to promote partner activities.



EPA Role Cont.

- Online support
 - Promotional page on energystar.gov featuring the Change the World tour map and participating partner activities
 - Earned and paid media drives traffic to promo page
 - Other related partner activities can also be highlighted on Change the World Tour map
 - Access to the ENERGY STAR Pledge/My ENERGY STAR to track participation
- Recognition on energystar.gov, through EPA social media, and at the 2017 ENERGY STAR Partner of the Year Awards Ceremony



Partner Role

- Plan and implement a service project/local tour stop activity
- Work with your local community partners to define community service piece – individuals / organizations that receive donated bulbs
 - Schools, Boys & Girls Clubs of America, food banks, United Way, Girl Scouts, etc.
- Leverage your own manufacturer and retailer relationships to support donations
- Incorporate ENERGY STAR messaging and LED content from tour toolkit into outreach
- Create an LED torch unique to your event or region for your celebration activity
- Work with EPA to increase consumer use of ENERGY STAR LED bulbs (behavior change) and track engagement and results:
 - Leverage our platform or your own, as available
 - Track and share results

ENERGY STAR Partners Are Already Planning Great Projects!





Example Project- Focus on Energy and Meals on Wheels

- Focus on Energy is planning to team up with Meals on Wheels in Green Bay, WI for their tour project.
- A one-for-one promotion: For every ENERGY STAR certified LED bulb purchased in October, Focus on Energy will donate an LED bulb to Meals on Wheels recipients.
- Volunteers will go on ride-alongs with Meals on Wheels to deliver and even install bulbs for residents in need.
- Many of the recipients are elderly and/or disabled, without the funds to purchase LED bulbs on their own. This project will expose them to a technology that will help cut their energy bills.
- This project may grow even larger, with other state partners invited to join in.





The Tour and ENERGY STAR Day!

- The ENERGY STAR Change the World Tour will take place throughout the month of October 2016.
- ENERGY STAR Day 2016 (October 25th) will work hand-in-hand with the tour,
 - Highlighting the accomplishments of all of our partners who participated in the tour
 - Featuring the same call-to-action: asking individuals to change to ENERGY STAR LED bulbs and help give the gift of energy efficiency to those in need.
- Stay tuned for further ENERGY STAR Day details.



Tour Timeline

- Official Announcement via e-blast to partners: Summer 2015
- Tour Working Session at ENERGY STAR Products Partner Meeting: October 2015
- Tour Webinar: January 7, 2016
- February 2016: Partners will receive email notification with tour updates, including the finalized tour toolkit for partner use
- February- September: Ongoing communication between EPA and tour participants on the status of tour project activities
- August-October 2016: EPA works with partners on local earned media outreach
- October 1, 2016: ENERGY STAR Change the World Tour launches, with interactive map launch, and the first tour events kicking off the celebration.
- October 25, 2016: ENERGY STAR Day celebration to include highlights from all tour events.



Ready to add your name to the map?

- **Submit your project to changetheworld@energystar.gov by January 31, 2016.**
- Submission Details to be Included:
 - Describe your community service project:
 - Describe how your community service project will engage the residential consumer in behavior change around the adoption of ENERGY STAR LED bulbs.
 - Have you selected a charity partner? What kind of energy-efficiency focused donation will you make and how will that correlate to the purchase of LED bulbs by average consumers?
 - Will your organization work with a charity/community service organization that you already have a relationship with, or do you need EPA assistance?
 - How does your organization plan to acquire LED bulbs for your promotion? Do you need EPA assistance?
- Contact your account manager or the Change the World email address with any questions.
- If you don't have all of the details yet, no problem—simply submit your confirmed interest to participate.



Questions?

- Please submit any questions via the chat function and we will read/answer them aloud.



Thank you for joining!

- Please complete the survey at the end of the webinar, in order for EPA to best serve your needs.
- Any questions? Contact: changetheworld@energystar.gov.